

To: Orlando, Joseph J.
From: Kuruc, Nick
Edited: 5/20/97 8:14
Subject: Grand Union- Winston Relaunch

Joe:

As discussed, attached is a copy of my letter to Grand Union outlining the Winston Relaunch particulars.

Please handle with the Montgomery Warehouse.

Thanks!

CC: Westenberger, R

51851 7509



G. N. Kuruc, Jr.
Key Account Manager
400 Raritan Center
Edison, NJ 08837
Phone 908-225-4774
Fax 908-417-9076

FAXED

May 8, 1997

Mr. Kevin Miller
Grand Union Company
201 Willowbrook Boulevard
Wayne, NJ 07470

Dear Kevin:

We will be "Repositioning" the WINSTON Brand Family beginning with case shipments to your Montgomery Warehouse as early as May 26, 1997. Listed below are details and recommended steps for warehouse personnel to take with regard to the new WINSTON Brand Styles:

- ⇒ First shipments to direct accounts will take place the week of May 26, 1997.
- ⇒ All new WINSTON Product will arrive in plain white cases (for 3 month period) to assist in product rotation. It is important that your warehouse personnel send out "old style" WINSTON Product to stores first. Keep in mind that the timing of shipments will be different for each Brand Style. Complete product rotation could take several weeks.
- ⇒ WINSTON UPC codes will not change. No special computer changes on your part will be necessary.
- ⇒ Our Field Sales People will contact your warehouse weekly to ensure that old style WINSTON Product is being sent out first.
- ⇒ At store level our Retail Representatives will aggressively discount old style WINSTON using on carton and pack coupons to ensure that product sells down prior to "repositioning" advertising begins.
- ⇒ The retail effort will not take place until July. This will ensure sufficient time for the new style WINSTON to reach stores.

If you have any questions regarding the above please call me.

Sincerely,

Nick

G. N. Kuruc, Jr.

cc: Corrado Lellie

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